



BUY – RECYCLE – SAVE

WEBSITE LAUNCH

MARCH 9, 2010

Agenda

- **California Cash for Appliances Rebate Program**
 - Background
 - The Rebate Program
 - April 22, 2010 program launch
 - Program Rules
 - Appliance Recycling
 - Partnerships
 - Website
- **Questions**

Background

- The State Energy Efficient Appliance Rebate Program was created by the Energy Policy Act of 2005 and funded by the American Recovery and Reinvestment Act (ARRA) of 2009
- California was awarded \$35.2 million from a national total of \$300 million available ARRA
- California Energy Commission is administering the California Cash for Appliances rebate program to consumers who replace and recycle their inefficient appliances with a new eligible energy efficient models

The Rebate Program

- Launch: **April 22, 2010** through **May 23, 2010**
- Rebate Claim: Mail in within 30 days after purchase starting **April 22, 2010**
- Appliance categories:
 - \$200 for Refrigerators – Higher than Energy Star
 - \$100 for Clothes Washers – Higher than Energy Star
 - \$50 Room Air Conditioners
- Mail-in claim process
 - Contracted for rebate processing services

Program Rules

- Must be a California residential consumer
- Must make **purchase** from a California retailer between **APRIL 22 – MAY 23, 2010**
- Must **recycle** the replaced appliance
- Must submit complete application packet within 30 days of purchase
- Funds are limited – rebates are **FIRST COME, FIRST SERVE**

Program Rules continued

- One rebate for each type of appliance per valid California residential address
- Appliance must be installed
- Consumers can “layer” or combine rebates with existing utility or manufacturer rebates



California Energy Commission

Consumers can identify
eligible appliances with
the Cash for Appliances
seal beginning
April 22, 2010

A graphic representing the Cash for Appliances seal. It features the program logo at the top, followed by a dark teal rectangular box containing white text. Below the box is the slogan "BUY RECYCLE SAVE" and a website URL. At the very bottom, there is a small line of fine print.

California
Cash FOR AppliancesSM

This Washer is Eligible for
\$100 CASH BACK
program funded by the federal stimulus*

BUY RECYCLE SAVE

Visit www.cash4appliances.org for rebate information

*Funded by the American Recovery and Reinvestment Act of 2009. Rebates valid on purchases made between April 22 and May 31, 2010, or while funds are available. This is a first-come, first-served program.

Recycling Appliances

- Existing (“old”) appliance must be recycled and replaced the same type as the new appliance.
- Proof of Recycling Form provide by:
 - Platinum “Full Service” Partner
 - Partnering Utilities’ Buy-back Program
 - California Certified Recyclers

Rebate Applications/Forms

- Consumers must include the following in their completed application packet:
 - Completed rebate application
 - Completed proof of recycling form
 - Copy of original receipt
 - Purchaser's utility bill
 - UPC label or its equivalent of new appliance

Partnerships create success!

- Consumers can purchase appliances at any California retailer (not out-of-state or online)
- **RETAILER** partnerships
 - Platinum (Full-Service) retailer provides to consumer:
 - Delivery/Installation
 - Haul away/Recycle service
 - Official Partner provides:
 - In-store marketing
 - Associate Training
 - Participating Retailer:
 - Provides consumers with rebate application
 - Places identity sticker (cling) on eligible appliances



Non Retail OFFICIAL Partners

- Non retailers such as utilities, recyclers, media, marketers and other state agencies are partners too!
 - Official Partner (non retailers) provides:
 - Consumer education or marketing
 - Promotions, advertising
 - Bill stuffers
 - Translations services
 - Other in-kind services

Cash4Appliances.org

Consumer Website

California
**Cash FOR
Appliances**SM

Download
Rebate Form
(PDF Document)

Rebates Start APRIL 22nd!

<p>BUY</p> <p>Buy an eligible appliance from your local appliance retailer during the rebate period.</p>	<p>RECYCLE</p> <p>You MUST recycle your old appliance with a certified recycler or a "platinum partner" to receive a rebate.</p>	<p>SAVE</p> <p>Fill out the rebate and obtain a signed recycling form (from the certified recycler or a "platinum partner") and mail them in to receive a rebate check.</p>
<p>LIST of PARTNERS Program partners.</p> <p>INFO FOR PARTNERS Information for partners and how to become a partner.</p>	<p>ELIGIBLE PRODUCTS List of appliances that are eligible for rebates.</p> <p>NEWS MEDIA News releases and FAQs about the program.</p>	<p>FAQs List of frequently asked questions about the program.</p> <p>MORE REBATES Links to other rebate programs. Save more, get more!</p>

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QUESTIONS?